

Assetcloud

Powered by /db

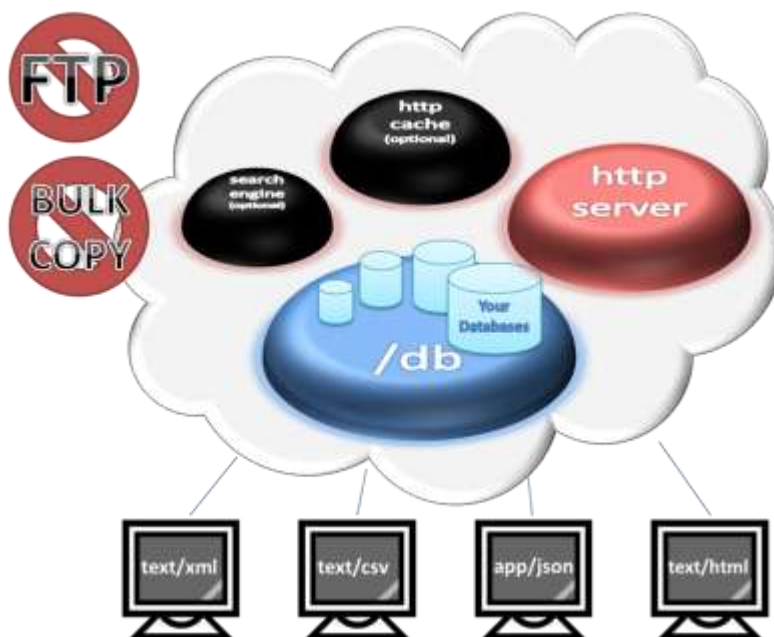
Automatically generates on-demand market data services from databases

USE CASES

- Data Distribution**
 - Reference Data
 - Market Data
 - Trades & Positions
 - Risk
 - Multiple asset classes
- Web Publishing**
 - Provide data and widgets for financial portals, wikis, blogs and forums.
- Financial Control Reporting**
 - Transparent data input for the ever-growing regulatory reporting
- Quantitative Analysis.** Direct access from standard tools:
 - Excel
 - Matlab
 - Mathematica
- Rapid Applications Development**
 - Trading systems
 - Risk Management
 - Real time database updates

SOLUTION OVERVIEW

Assetcloud accelerates sales of market and reference data products by enabling direct web publishing and on-demand access to databases. At the heart of the solution lies /db, a light-weight web service shell automatically constructed from existing databases. /db integrates database backend infrastructure with a web/mobile based frontends. Unlike conventional FTP bulk download, Assetcloud introduces a totally new resource oriented approach to market data distribution.



SLASHING BARRIERS TO SUCCESS

The demand for data is on the rise yet the data distribution techniques have not kept up with it. Today, a typical solution consists of client customized bulk data file feeds on FTP servers. Large files require large upfront technology investment, which could be a barrier to many prospective clients. Data files often have large content overlap wasting valuable computing and storage resources on vendor's end. Even more importantly, any errors will not get corrected until the next scheduled batch potentially exposing data vendors and their clients to business risk.

Assetcloud uniquely solves these problems by turning valuable data into web accessible resources with all the benefits that come with this.



FEATURES

- ☑ **Convenient data formats**
 - XML (with XSD)
 - CSV
 - JSON
 - HTML
- ☑ **Supports leading RDBMS**
 - Oracle
 - Microsoft SQL Server
 - IBM DB2
 - Sybase
 - MySQL, and more.
- ☑ **Data Discovery Mode**
 - Preserves complex object relationships
 - Intuitive URL scheme
 - Configurable traversal depth
 - No SQL code required
- ☑ **SQL Pass-Thru Mode**
 - Supports any valid SQL query or stored procedure
 - Maps query parameters to URL
- ☑ **Support for Microsoft Excel**
 - No VBA code required
- ☑ **Scalability**
 - Stateless design
 - Usable with MapReduce and Relational Algebra
 - Caching
 - Available as virtual appliance
- ☑ **Works with everything**
 - Java, C#, C++
 - Python, PERL, VB/VBA
 - Clojure, Scala, F#
 - JavaScript, PHP, ASP.Net, etc.

IMMEDIATE BENEFITS

- ☑ **Accelerates business.** On-demand access with pay-as-you-go pricing let clients get started sooner.
- ☑ **Savings.** Reduced storage costs for client and vendor.
- ☑ **Incremental roll-out.** The solution is lean and can be deployed incrementally.
- ☑ **Extensibility.** Add higher level functions and custom services.
- ☑ **Future ready.** You are almost there if you decide to transition to an external cloud.

HOW IT WORKS

Assetcloud simplifies and expands access to financial data by delivering it on-demand over the Web thereby making it easy for customers to try and buy the data. Data vendors can further monetize their existing data assets and shorten time to market for new products.

/db translates relational database structures into a logical library of uniform resource locators (URL), while the underlying data remains in their databases. Conforming to the REST methodology, every piece of data has its own identifying URL regardless of whether it is a simple scalar value or complex object containing other objects. For example:

- <http://yourserver/db/ReferenceData/Assets/cusip/0082729B4.xml>

XML representation of reference data from the Assets table and all related tables.

Data exposed in such way can be offered on the pay-as-you-go basis thus opening new sales opportunities. Clients will appreciate the fact that the data can be used in Excel workbooks with no coding and no upfront investment in databases or file processing.

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  ...
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1	Intex Name	ALESCO16		Category	CDO
2	Full Name	ALESCO Preferred Funding XVI		Collateral Type	Trust-Preferred
3	Curr. Size	\$505,959,459		Currency	USD
4	Orig. Size	\$508,750,000		Country	USA
5	Intrinsic Curr. Balance	\$505,959,456		Next Pay Date	3/23/2010
6	Intrinsic Orig. Balance	\$508,750,016		Term Date	3/23/2038
7	Collection Acct Principal	\$0		Curr Settle Date	3/9/2010
8	Collection Acct Interest	\$0			
9					
10	Dealer	Cohen & Company Securities / Vining Sparks IBG			
11	Collateral Manger	Cohen & Company Financial Management			

Clients with developed IT infrastructure need robust data feeds that can easily integrate with their existing systems. Since Assetcloud uses an HTTP protocol the interoperability is guaranteed regardless the software platform is used by the client. Assetcloud harnesses the fast growth and cooperative nature of the web to make a quick success out of data products.

ORDERING INFORMATION

VT Enterprise has been developing enterprise class software for the finance industry since 2001. Our custom software powers Wall Street's premier trading desks on buy side and on sell side.

Assetcloud is offered with full support and custom implementation services. Please contact VT Enterprise for a price quotation or a custom proposal.

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